

Why Certain Experiences Have Extraordinary Impact



THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*

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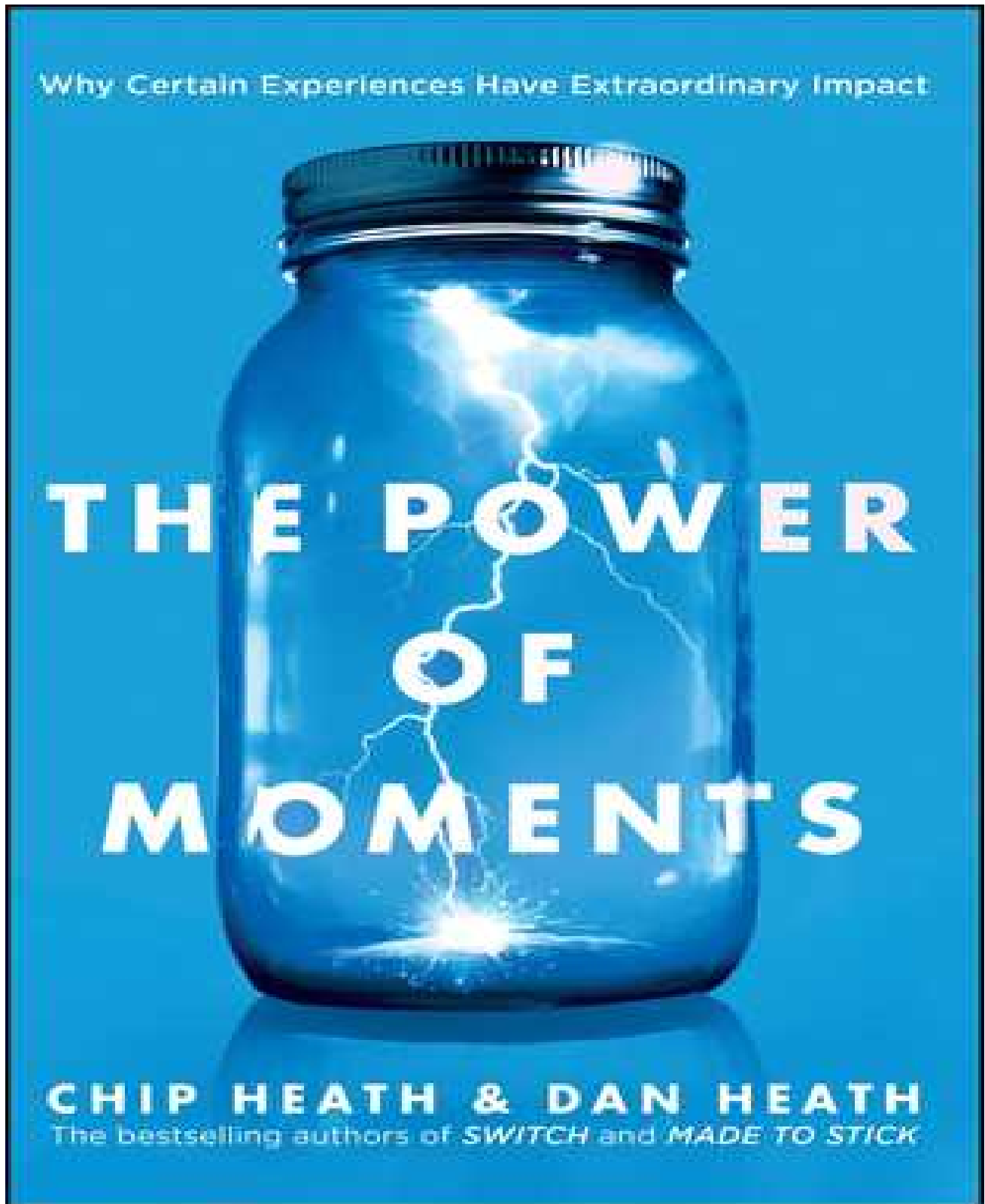
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This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why we feel most comfortable when things are certain, but we feel most alive when they're not.

**The Power of Moments: Why Certain Experiences Have
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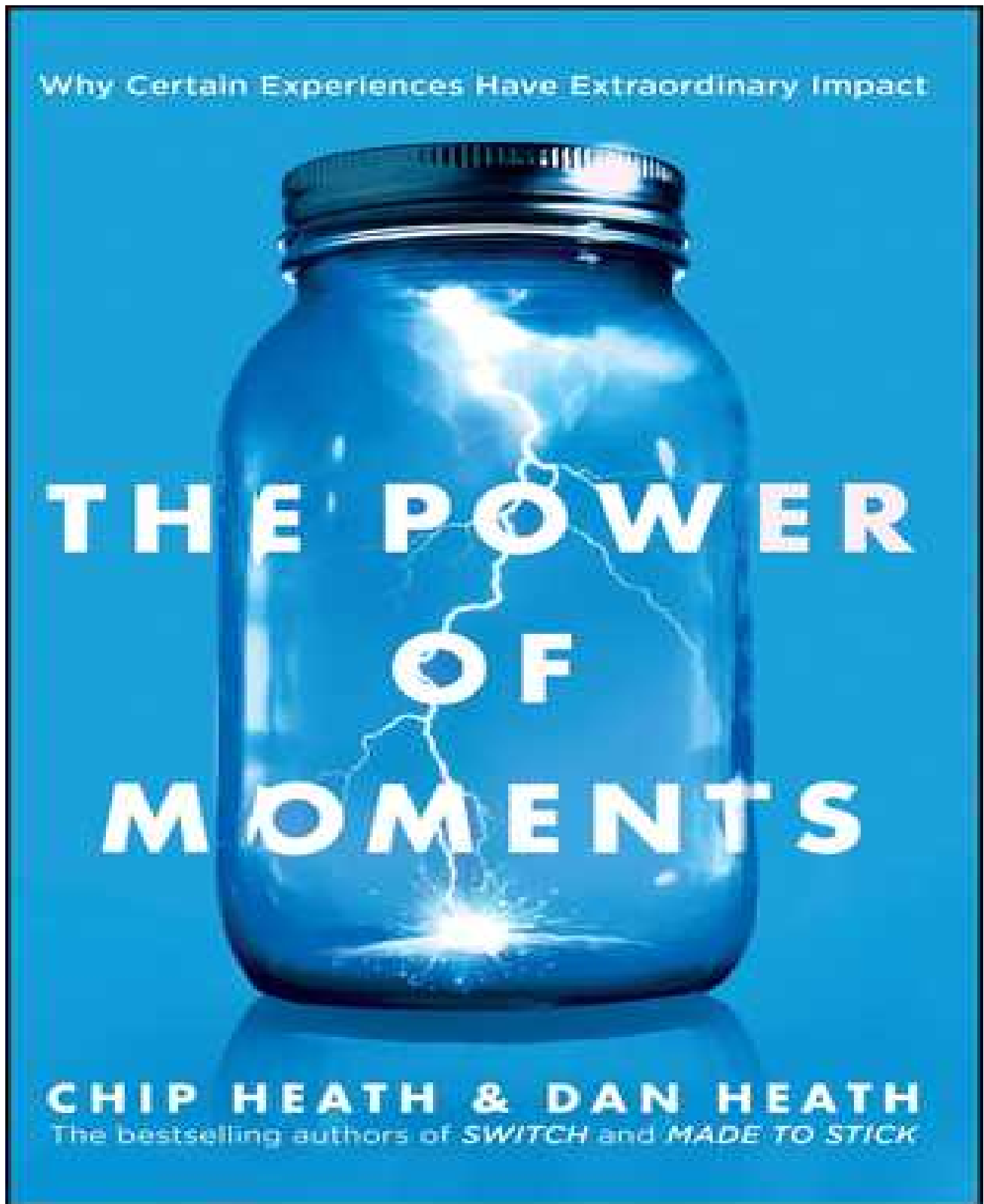
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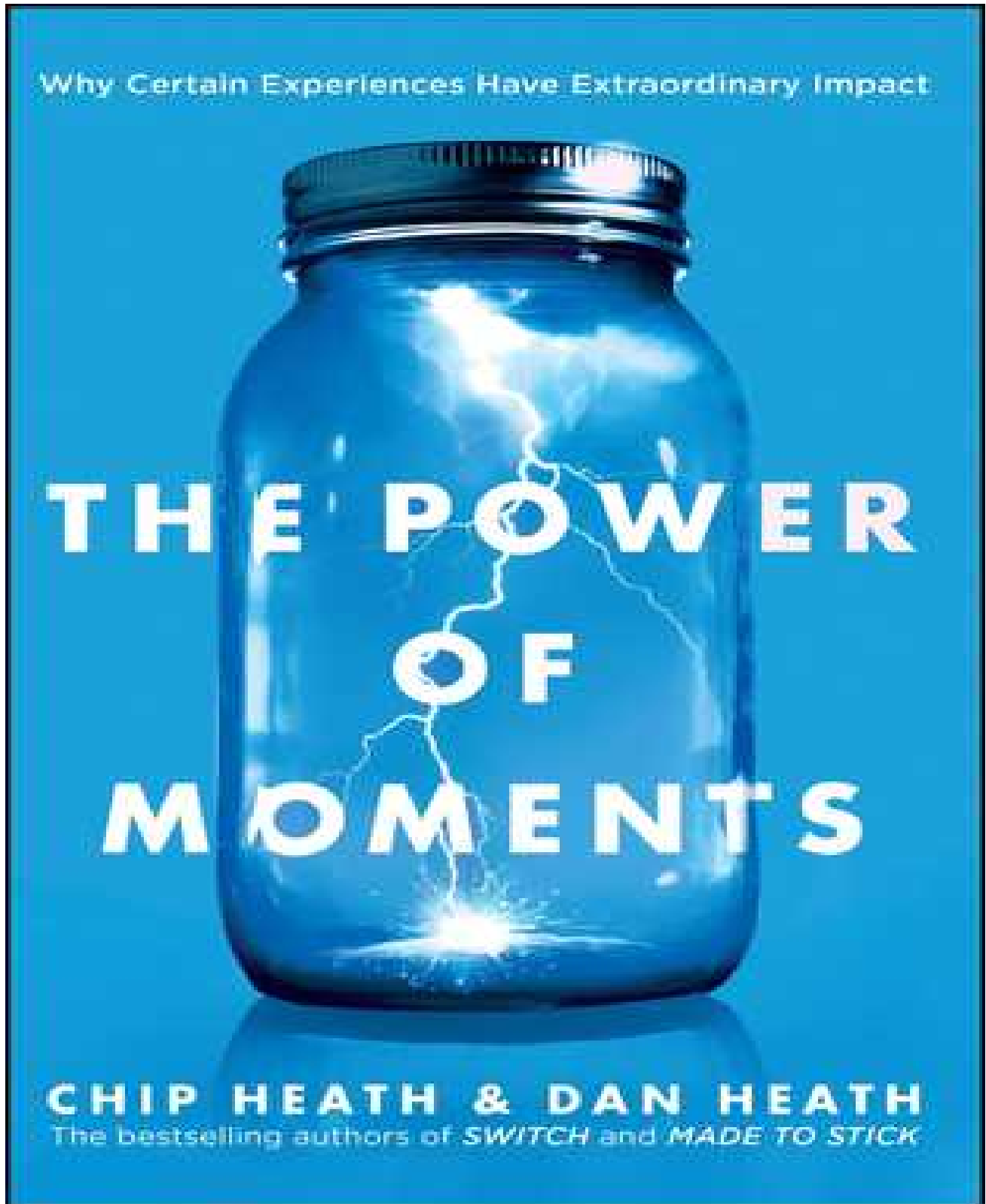
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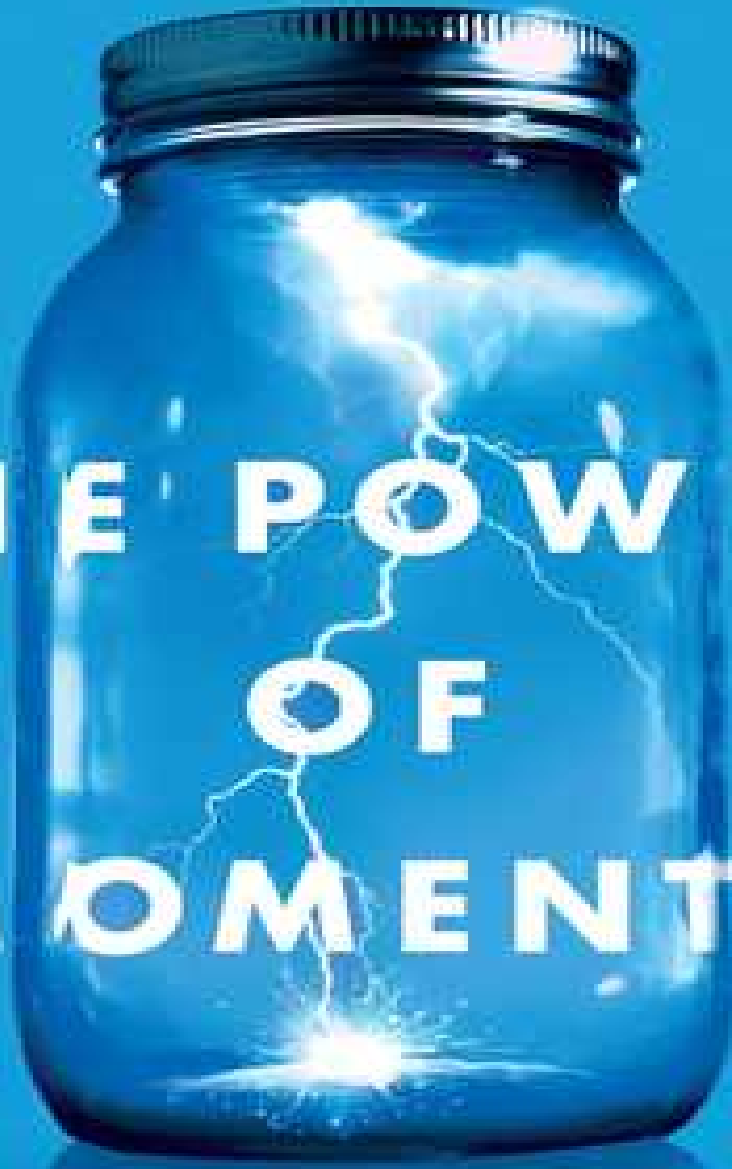
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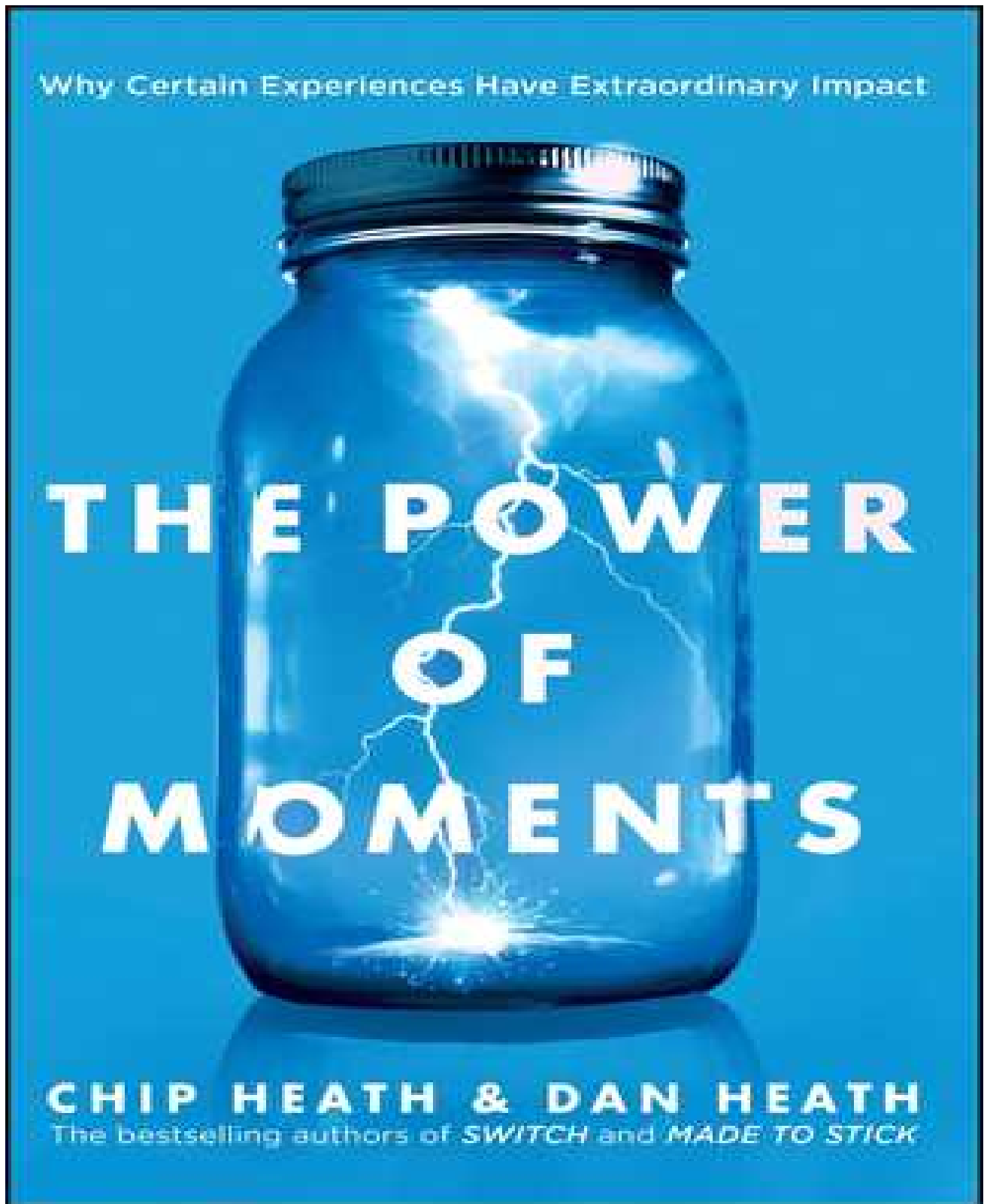
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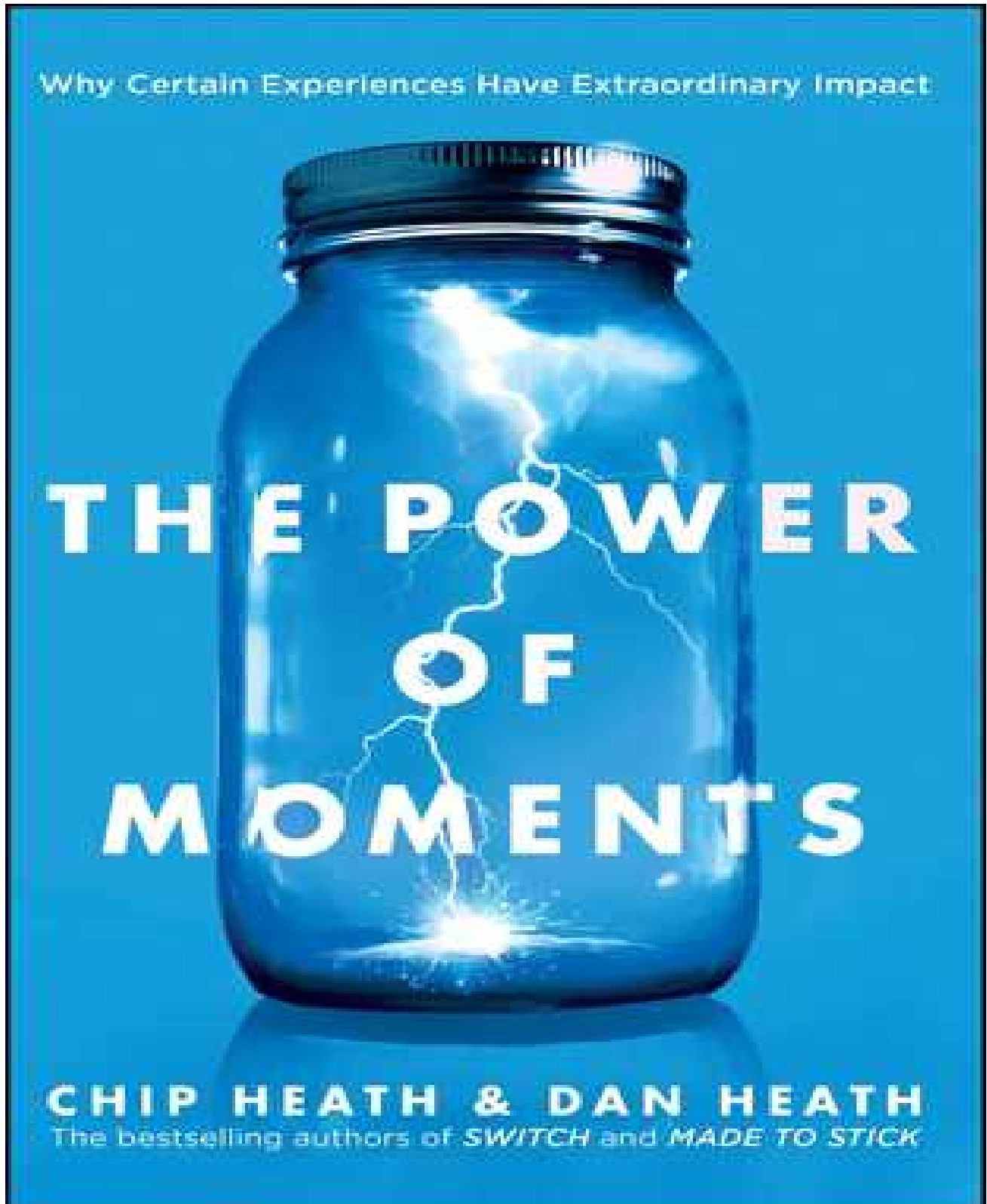
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